



ORDER

Flight Dates **10/09/12-10/15/12**

Contract / Revision **314041 /**

Original Date / Revision
10/05/12 10/05/12

Advertiser **DSCC - Carmona**

Agency **GMMB Inc**

Buying Contact

**1010 Wisconsin Avenue - Suite #80
Washington, DC 20007**

Product
DSCC/Carmona

Agency Com 15%

Billing Contact

**1010 Wisconsin Avenue - Suite #80
Washington, DC 20007**

Sales Office EWSDC

Sales Region NAT

Agency Ref 2

Order Sep 00:20:00

Estimate # **1990**

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A25-54

Rev Codes POL POL CAND

Product Codes PL

Priority P-1

Advertiser Ref

Primary Account Executive
Dave Lombardo

Account Executive	Order%	Start Date	End Date
Dave Lombardo	100%		
Tanya Winscott	%		

Order Share 14% Market Value 138571

Competing Station	% of Order	Amount
CABLE	%	0
KASW	2%	2771
KDRX	%	0
KPHO	15%	20785
KPNX	16%	22171
KPPX	%	0
KSAZ	43%	59585
KTVK	6%	8314
KTVW	%	0
KUSK	%	0
KUTP	4%	5542
UNKWN	%	0

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	24	\$16,490.00	\$19,400.00	0.00	10/01/12	10/15/12	24	\$16,490.00	\$19,400.00
Totals	24	\$16,490.00	\$19,400.00	0.00					

													<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N 1	KNXV	10/09/12	10/12/12	M-F 5-6am M-F 5-6am	CM	5am-6am	- TWTF - -	:30	2	\$75.00	P-6	0.00 NM	2	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	- TWTF - -			2		\$75.00		0.00			
N 2	KNXV	10/09/12	10/12/12	M-F 6-7am M-F 6-7am	CM	6am-7am	- TWTF - -	:30	1	\$350.00	P-2	0.00 NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	- TWTF - -			1		\$350.00		0.00			
N 3	KNXV	10/14/12	10/14/12		CM	6am-7am	- - - - - S	:30	1	\$100.00	P-3	0.00 NM	1	\$100.00



KNXV

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Contract / Revision **314041** Flight Dates **10/09/12-10/15/12**

Hiatus Dates

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Order Sep 00:20:00

Advertiser **DSCC - Carmona**

Product **DSCC/Carmona**

Estimate # **1990**

														Totals		
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount	
				Su 6-7am GMA Su 6-7am Good Morning ,												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>							
Week:		10/08/12	10/14/12	-----S	1		\$100.00		0.00							
N 4	KNXV	10/09/12	10/12/12	M-F 10am-11am The View	CM	10am-11am	- TWTF - -	:30	2	\$750.00	P-2	0.00	NM	2	\$1,500.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>							
Week:		10/08/12	10/14/12	- TWTF - -	2		\$750.00		0.00							
N 5	KNXV	10/15/12	10/15/12	M-F 10am-11am The View	CM	10am-11am	M- - - - -	:30	1	\$750.00	P-2	0.00	NM	1	\$750.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>							
Week:		10/15/12	10/21/12	M- - - - -	1		\$750.00		0.00							
N 6	KNXV	10/09/12	10/12/12	M-F 11am-12pm ABC15 News at 11AM	CM	11am-12pm	- TWTF - -	:30	3	\$100.00	P-6	0.00	NM	3	\$300.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>							
Week:		10/08/12	10/14/12	- TWTF - -	3		\$100.00		0.00							
N 7	KNXV	10/09/12	10/12/12	M-F 12pm-1pm The Chew	CM	12pm-1pm	- TWTF - -	:30	2	\$150.00	P-6	0.00	NM	2	\$300.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>							
Week:		10/08/12	10/14/12	- TWTF - -	2		\$150.00		0.00							
N 8	KNXV	10/09/12	10/12/12	M-F 1pm-2pm Right This Minute	CM	1pm-2pm	- TWTF - -	:30	2	\$150.00	P-6	0.00	NM	2	\$300.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>							
Week:		10/08/12	10/14/12	- TWTF - -	2		\$150.00		0.00							
N 9	KNXV	10/09/12	10/12/12	M-F 3pm-4pm Katie	CM	3pm-4pm	- TWTF - -	:30	2	\$500.00	P-3	0.00	NM	2	\$1,000.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>							
Week:		10/08/12	10/14/12	- TWTF - -	2		\$500.00		0.00							
N 10	KNXV	10/15/12	10/15/12	M-F 3pm-4pm Katie	CM	3pm-4pm	M- - - - -	:30	1	\$500.00	P-3	0.00	NM	1	\$500.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>							
Week:		10/15/12	10/21/12	M- - - - -	1		\$500.00		0.00							
N 11	KNXV	10/09/12	10/12/12	M-F 430pm-5pm M-F 430pm-5pm	CM	430pm-5pm	- TWTF - -	:30	2	\$225.00	P-6	0.00	NM	2	\$450.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>							
Week:		10/08/12	10/14/12	- TWTF - -	2		\$225.00		0.00							
N 12	KNXV	10/15/12	10/15/12	Monday 7-9pm Monday Prime 7-9pm	CM	7pm-9pm	M- - - - -	:30	1	\$5,500.00	P-6	0.00	NM	1	\$5,500.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>							
Week:		10/15/12	10/21/12	M- - - - -	1		\$5,500.00		0.00							
N 13	KNXV	10/09/12	10/09/12	Tuesday Prime A Tuesday Prime A	CM	7pm-8pm	- T - - - - -	:30	1	\$3,500.00	P-3	0.00	NM	1	\$3,500.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>							
Week:		10/08/12	10/14/12	- T - - - - -	1		\$3,500.00		0.00							
N 14	KNXV	10/14/12	10/14/12	Sunday Prime D Sunday Prime D	CM	9pm-10pm	- - - - - S	:30	1	\$4,000.00	P-3	0.00	NM	1	\$4,000.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>							
Week:		10/08/12	10/14/12	- - - - - S	1		\$4,000.00		0.00							
N 15	KNXV	10/09/12	10/12/12	Jimmy Kimmel Live Jimmy Kimmel	CM	1102p-1206a / 103-	TWTF - -	:30	2	\$350.00	P-2	0.00	NM	2	\$700.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>							



KNXV

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**KNXV-TV
PHOENIX**

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													<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N 15	KNXV	10/09/12	10/12/12	Jimmy Kimmel Live Jimmy Kimmel	CM	1102p-1206a / 103- TWTF- -		:30	2	\$350.00	P-2	0.00 NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week: 10/08/12		10/08/12	10/14/12	- TWTF- -	2		\$350.00		0.00					
													Totals	24 \$19,400.00